



WEBSITE BASICS

WHY HAVE A WEBSITE?

- Efficiently and effectively communicate with your congregations and community

- The “new front door” of your church

A close-up photograph of a person's hand pointing at a laptop screen. The hand is wearing a black wristband. The laptop is open, and the screen displays a blurred image. The background is out of focus, showing what appears to be a wooden structure.

FACEBOOK VS WEBSITE

FACEBOOK (EXISTING MEMBERS)

- Current events
- Worship times & location
- Weekly sermons
- Photo albums
- Meeting notices
- Newsletter
- Donations

WEBSITE (REACHING NEW MEMBERS)

- About; theology, staff, history
- Worship times & location
- Weekly sermons
- Welcoming new people
- Donations

- Maybe add a member's area...

PROBLEMS

DESIGN

“Our website is outdated, cluttered, content is hard to find, site is difficult to update.”

COSTS

“We can’t afford to update our site with a professional. And we don’t have a person on staff to do it.”

CULTURE

“We have a volunteer, but that person won’t take suggestions and the site is inaccessible for others to update.”

CONTENT

“What are the essentials we need on our website, what should the menu have, how do we add video and donations to our page?”

TIPS

“We want our site to be appealing to attract prospective members and clergy.”

ASK YOURSELF

HOW DOES YOUR CHURCH
COMMUNICATE?

Who is responsible for the
communication?

WHAT DO YOU
COMMUNICATE?

- Voice of your church
- Overall experience
- Not just a tech

WHO IS YOUR AUDIENCE?

Who makes the final decisions as to
what goes on your website?

WHAT IS THE BEST WAY TO
REACH THAT AUDIENCE?

WHAT ARE YOUR GOALS?

WHAT IS YOUR STYLE?

ESSENTIALS

HOME PAGE

- Address, phone, email and a contact form
- Service times and days
- Link to watch sermon video, or link to livestream
- Donation button or redirect to page

MENU (Get redundant! Repeat information!)

- ABOUT
- SERMONS (Link to youtube)
- GIVE
- STAFF
- I'M NEW/WHAT TO EXPECT
 - Service times and days
 - How long is worship
 - Where to park
 - Handicap accessible
 - What entrance to go in
 - Dress code
 - What's next?

CONTENT



SUPPORT PAGES

(IF YOU CAN KEEP THEM CURRENT)

- GET INVOLVED
- MINISTRY PAGE
- EVENTS
- GALLERY
- PASTOR'S BLOG (MUST BE CURRENT)
-

CONTENT



CONTENT



PHOTOGRAPHY

- Better content
- Better quality (higher resolution)
- Capture the moment
- Encourage others to take photos
- Ask for photos after an event
- Create a photo library on google drive that others can upload and access

**always be sure to get written permission from parents before sharing photos of children*

CONTENT



STOCK PHOTOGRAPHY

www.unsplash.com

www.freeimages.com

HOSTING AND DESIGN

WIX

www.wix.com

Free trial with ads

Hosting estimate
\$20/mo

-Automatic web
creator “Wix ADI”

-Mobile specific
design

-Data limitations

SQUARESPACE

www.squarespace.com

Free trial 14 days

Hosting estimate
\$22/mo

-Add-ons and templates
to build yourself

-Unlimited storage

-Not as user friendly

-Great customer support

WEEBLY

www.weebly.com

Free trial with ads

Hosting estimate
\$12/mo

-Drag and drop
builder

-Low time
commitment

-Content restrictions

POST CO.

<https://501websites.com/>

Wordpress all-in-one
design and build by a
professional

1st year: \$500 to \$750

Estimate: \$150/year

-Wordpress training

-Support

WEBSITE BASICS

Questions & Follow-up

-A RECORDING OF THIS WORKSHOP WILL BE AVAILABLE ON THE EDOMI WEBSITE NEXT WEEK, A LINK WILL BE EMAILED TO PARTICIPANTS

-THIS PPT WILL BE AVAILABLE AS A LINK ON THE EDOMI WEBSITE

-FOR QUESTIONS, CONTACT ADRIENNE TRUPIANO

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